

## CLAIMS

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A method for serving an electronic version of a print advertisement on a World Wide Web site, comprising:

preparing an electronic version of a print advertisement;

serving a Web page; and

serving a full form of said print advertisement on said Web page.

2. The method of claim 1, further comprising:

providing an indication of an opportunity to view said electronic version of said print

advertisement; and

receiving an indication of a willingness to view said electronic version of said print

advertisement.

3. The method of claim 2, wherein said providing an indication of an opportunity to view said electronic version of said print advertisement includes serving at least one of the following:

a pop-up window on which a willingness to receive said electronic version of said

4 print advertisement can be indicated; and

5 a Web page on which a willingness to receive said electronic version of said print  
6 advertisement can be indicated.

1 4. The method of claim 1, wherein said preparing an electronic version of said print  
2 advertisement includes receiving said electronic version of said print advertisement.

3 5. The method of claim 1, further comprising:  
4 providing an indication of an opportunity to participate in a sweepstakes; and  
5 receiving an indication of an interest in participating in said sweepstakes.

6 6. The method of claim 1, wherein said serving said full form of said electronic version of said  
7 print advertisement includes scrolling said electronic version of said print advertisement on a Web  
8 page.

1 7. A system for serving an electronic version of a print advertisement on a World Wide Web  
2 site, comprising:

3 a memory;

4 a communication port; and

5 a processor connected to said memory and said communication port, said processor

6 being operative to:

7 prepare an electronic version of a print advertisement;

8 serve a Web page; and

9 serve a full form of said print advertisement on said Web page.

1 8. A computer readable medium for use in a server hosting a World Wide Web site, the  
2 computer readable medium storing a computer program comprising:

3 computer readable means for establishing an electronic version of a print  
4 advertisement;

5 computer readable means for downloading a Web page; and

6 computer readable means for downloading a full form of said print advertisement on  
7 said Web page.

1 9. An apparatus for serving an advertisement, comprising:

2 means for establishing an electronic version of a print advertisement;

3 means for downloading a Web page; and

4 means for downloading a full form of said print advertisement on said Web page.

1 10. A method for serving an advertisement on a World Wide Web site, comprising:

2 serving a brand component on at least one of a window or Web page;

3           serving a small form of an advertisement on at least one of a window or Web page;

4           and

5           serving a large form of said advertisement on at least one of a window or Web page.

1   11.   The method of claim 10, further comprising:

2           preparing an electronic version of a print advertisement.

12.   The method of claim 10, further comprising:

         determining at least one display parameter.

13.   The method of claim 10, further comprising:

         providing an indication of an opportunity to view said advertisement; and

         receiving an indication of a willingness to view said advertisement.

1   14.   The method of claim 10, further comprising:

2           serving at least one of window or Web page requesting confirmation of a viewing of

3           at least one of said brand component, said small form of said advertisement and said large

4           form of said advertisement.

1   15.   The method of claim 14, wherein said at least one of a window or Web page requesting

2 confirmation is displayed for a fixed period of time.

1 16. The method of claim 10, further comprising:

2 receiving an indication of a confirmation of a viewing of at least one of said brand  
3 component, said small form of said advertisement, and said large form of said advertisement.

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17. The method of claim 10, wherein said brand component is displayed for a fixed period of time.

18. The method of claim 10, wherein said small form of said advertisement is displayed for a fixed period of time.

1 19. The method of claim 10, wherein said large form of said advertisement is displayed for a  
2 fixed period of time.

1 20. The method of claim 10, wherein said large from of said advertisement is scrolled on at least  
2 one of a window or Web page.

1 21. The method of claim 10, further comprising:

2 receiving an indication of a willingness to view at least one of said brand component,

3 said small form of said advertisement, and said large form of said advertisement.

1 22. A system for serving an advertisement on a World Wide Web site, comprising:

2 a memory;

3 a communication port; and

4 a processor connected to said memory and said communication port, said processor

being operative to:

serve a brand component in at least one of a window or Web page;

serve a small form of an advertisement in at least one of a window or Web  
page; and

serve a large form of said advertisement in at least one of a window of Web  
page.

1 23. A computer readable medium for use in a server hosting a World Wide Web site, the

2 computer readable medium storing a computer program comprising:

3 computer readable means for providing a brand component;

4 computer readable means for providing a small form of an advertisement; and

5 computer readable means for providing a large form of said advertisement.

1 24. An apparatus for serving an advertisement, comprising:

means for providing a brand component;  
means for providing a small form of an advertisement; and  
means for providing a large form of said advertisement.

25. A method for serving an electronic version of a print advertisement on a World Wide Web site, comprising:

preparing an electronic version of a print advertisement;  
serving a Web page; and  
serving at least a portion of said electronic version of said print advertisement on said Web page.

26. The method of claim 25, wherein said electronic version of said print advertisement is representative of an unmodified version of said print advertisement.

27. The method of claim 25, wherein said electronic version of said print advertisement is representative of a modified version of said print advertisement.

28. A method for serving an advertisement on a World Wide Web site, comprising:  
serving a first Web page having a brand component, wherein said first Web page is not resizable by a viewer using browser software; and

4 serving a second Web page having a first form of an advertisement such that said first  
5 Web page is not viewable to said viewer.

1 29. The method of claim 28, wherein said second Web page is not resizable by a viewer using  
2 browser software

30. The method of claim 28, further comprising:  
serving a third Web page having a second form of said advertisement such that said  
second Web page is not viewable to said viewer.

31. The method of claim 30, wherein said third Web page is not resizable by a viewer using  
browser software.

1 32. A method for serving an advertisement on a World Wide Web site, comprising:  
2 serving a first Web page having a first form of an advertisement, wherein said first  
3 Web page is not resizable by a viewer using browser software; and  
4 serving a second Web page having a second form of said advertisement such that said  
5 first Web page is not viewable to said viewer.

1 33. The method of claim 32, wherein said first Web page is not resizable by a viewer using



2 browser software.

1 34. The method of claim 32, wherein said second Web page is not resizable by a viewer using  
2 browser software.

1 35. The method of claim 32, wherein said first Web page is configured so that it is displayed full  
screen when it is displayed on a user device.

1 36. The method of claim 32, wherein said second Web page is configured so that it is displayed  
full screen when it is displayed on a user device.

1 37. A method for serving an advertisement on a World Wide Web site, comprising:  
2 serving a first window having a brand component, wherein said first window is not  
3 resizable by a viewer using browser software; and  
4 serving a second window having a first form of an advertisement such that said first  
5 window is not viewable to said viewer.

1 38. The method of claim 37, wherein said second window is not resizable.

1 39. The method of claim 37, further comprising:

2           serving a third window having a second form of said advertisement such that said  
3           second window is not viewable to said viewer.

1   40.   The method of claim 37, wherein said third window is not resizable.

41.   A method for serving an advertisement on a World Wide Web site, comprising:  
          serving a first window having a first form of an advertisement, wherein said first  
          window is not resizable; and  
          serving a second window having a second form of said advertisement such that said  
          first window is not viewable to said viewer.

42.   The method of claim 41, wherein said first window has a fixed size.

1   43.   The method of claim 41, wherein said second window has a fixed size.

1   44.   The method of claim 41, wherein said first window is configured to be displayed full screen  
2   when it is displayed on a user device.

1   45.   The method of claim 41, wherein said second window is configured to be displayed full  
2   screen when it is displayed on a user device.

1 46. A method for serving an advertisement, comprising:  
2 serving at least one of a first window or Web page having a brand component,  
3 wherein said at least one of a window or Web page is configured to display for a period of  
4 time when it is displayed on a user device; and  
5 after said period of time has elapsed, automatically serving at least one of a second  
6 window or Web page having a first form of said advertisement, wherein said at least one of a  
second window of Web page is configured such that said at least one of a second window or  
Web page is displayed full screen when it is displayed on said user device.

1 47. A method for serving an advertisement, comprising:  
2 serving at least one of a first window or Web page having a first form of an  
3 advertisement, wherein said at least one of a first window or Web page is configured to  
4 display for a period of time when displayed on a user device; and  
5 after said period of time has elapsed, automatically serving at least one of a second  
6 window or Web page having a second form of said advertisement, wherein said at least one  
7 of said second window or Web page is configured to display full screen when it is displayed  
8 on said user device.

1 48. A method for serving an advertisement, comprising serving at least one of a window or Web  
2 page having an advertisement, wherein said at least one of a window or Web page is configured to

3 display for a first period of time on a user device and to display full screen on said user device,  
4 wherein said at least one of a window or Web page is configured so that it is not resizable during at  
5 least a portion said first period of time.

1 49. The method of claim 48, wherein said first form of an advertisement is an electronic version  
2 of a print advertisement.

3 50. The method of claim 48, wherein said at least one of a window or Web page is configured  
4 such that said first form of said advertisement automatically scrolls on said at least one of a window  
5 or Web page after said at least one of a window or Web page is displayed on said user device for a  
second period of time.

1 51. Computer software for use in displaying an advertisement, comprising computer software  
2 operative to display at least one of a window or Web page having an advertisement, wherein said at  
3 least one of a window or Web page is configured to display for a period of time on a user device and  
4 to display full screen when it is displayed on said user device, wherein said at least one of a window  
5 or Web page also is configured so that it has a fixed size during at least a portion said period of time.

1 52. Computer software for use in displaying an advertisement, comprising computer software  
2 operative to:

3 display at least one of a first window or Web page having a first form of an  
4 advertisement, wherein said at least one of a window or Web page is configured to display  
5 for a period of time on a user device; and

6 after said period of time has elapsed, automatically display at least one of a second  
7 window or Web page having a second form of said advertisement such that said at least one  
8 of a second window or Web page is displayed full screen when displayed on said user device.

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53. A method for serving an advertisement, comprising serving at least one of a window or Web  
page having an advertisement, wherein said at least one of a window or Web page is configured to  
display full screen on a user device for a period of time, wherein said at least one of a window or  
Web page is configured so that it is not resizable with browser software during at least a portion of  
said period of time, and wherein said at least one of a window of Web page is configured to scroll  
said advertisement.

1 54. Computer software for use in displaying an advertisement, comprising computer software  
2 operative to display at least one of a window or Web page having an advertisement on a user device,  
3 wherein said at least one of a window or Web page is configured to display full screen on said user  
4 device for a period of time, wherein said at least one of a window or Web page is configured so that  
5 it has a fixed size during at least a portion said period of time, and wherein said at least one of a  
6 window of Web page is configured to scroll said advertisement.

1 55. A method for serving an advertisement, comprising:

2 serving at least one of a first window or Web page having a first form of an  
3 advertisement, wherein said at least one of a first window or Web page is configured to  
4 display full screen for a first period of time on a user device and has a fixed size during said  
5 first period of time; and

6 after said period of time has elapsed, automatically serving at least one of a second  
window or Web page having a second form of said advertisement, wherein said at least one  
of a second window or Web page is configured to display full screen on said user device for a  
second period of time and has a fixed size during said second period of time.